### Florida Atlantic University

**Current Revision Date:** 09/17/20

- **Established:** 1961
- **Location:** Boca Raton, FL
- **Nickname:** Owls
- **Mascot Name:** Owlsley the Owl
- **Conference:** Conference USA

### Institution Marks

- **FAU-00001A**
- **FAU-00002A**
- **FAU-00003A**
- **FAU-00007A**
- **FAU-00008A**
- **FAU-00009A**
- **FAU-00013A**
- **FAU-00014A**
- **FAU-00015A**

### Institutional Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>FM</th>
<th>CMYK</th>
<th>RGB</th>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>1104</td>
<td>100, 78, 26, 28</td>
<td>0, 51, 102</td>
<td>295 C</td>
<td>100, 78, 26, 28</td>
<td>0, 51, 102</td>
</tr>
<tr>
<td>Red</td>
<td>1104</td>
<td>20, 100, 81, 10</td>
<td>204, 0, 0</td>
<td>200 C</td>
<td>20, 100, 81, 10</td>
<td>204, 0, 0</td>
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<tr>
<td>Metallic Silver</td>
<td>1104</td>
<td>23, 16, 14, 0</td>
<td>204, 204, 204</td>
<td>877 C</td>
<td>23, 16, 14, 0</td>
<td>204, 204, 204</td>
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<tr>
<td>Gray</td>
<td>1104</td>
<td>0, 0, 0, 0</td>
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<td>428 C</td>
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<td>White</td>
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<td>255, 255, 255</td>
<td>204, 204, 204</td>
<td>877 C</td>
<td>255, 255, 255</td>
<td>204, 204, 204</td>
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</tbody>
</table>

**Note:** General verbiage will not need to carry a trademark.

**Designation:** Owls

**Designation:** Owls™

**Designation:** Unbridled Ambition

**Designation:** Owlsley

**Designation:** Florida Atlantic University

**Designation:** Florida Atlantic Owls

**Designation:** FAU

- **FAU Owls**
- **Unbridled Ambition Owlsley**
- **Florida Atlantic University mark**

Approved University colors or the "PANTONE®" colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current edition of the "PANTONE®" color publications. "PANTONE®" is a registered trademark of PANTONE, Inc.
### Spirit Marks

**Primary Athletic Mark**
- FAU-00049A (Full Color)
- FAU-00050A (Two Color)
- FAU-00055A (One Color)

**Secondary Athletic Mark**
- FAU-00067A (Full Color)
- FAU-00068A (Two Color)
- FAU-00073A (One Color)

**Additional Option**
- FAU-00031A (Full Color)
- FAU-00032A (Two Color)
- FAU-00037A (One Color)

### Heart Marks
- FAU-00085A
- FAU-00086A

### Mascot Marks
- PANTONE 300 C: FAU-00098A
- PANTONE 466 C: FAU-00099A
- PANTONE 469 C:
### Word Marks Stacked

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<tr>
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<th>FAUA-00056A</th>
<th>FAUA-00057A</th>
<th>FAUA-00058A</th>
<th>FAUA-00059A</th>
<th>FAUA-00060A</th>
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<tbody>
<tr>
<td><img src="image1" alt="Word Marks Stacked 1" /></td>
<td><img src="image2" alt="Word Marks Stacked 2" /></td>
<td><img src="image3" alt="Word Marks Stacked 3" /></td>
<td><img src="image4" alt="Word Marks Stacked 4" /></td>
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### Helmet Marks

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<td><img src="image9" alt="Helmet Marks 3" /></td>
<td><img src="image10" alt="Helmet Marks 4" /></td>
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### Baseball Use Only

<table>
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<th>FAUA-00075A</th>
<th>FAUA-00076A</th>
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</thead>
<tbody>
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<td><img src="image15" alt="Baseball Use Only 3" /></td>
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*NOTE: The marks of Florida Atlantic University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.*
Florida Atlantic University

**Current Revision Date: 09/17/20**

### Athletic Font
FAU-00085A

### Florida Marks
FAU-00092A
FAU-00093A

### Patriotic Mark
PANTONE 288 C
PANTONE 7621 C
FAU-00110A

### Winning in Paradise Mark
FAU-00111A

For access to the font files, please contact trademarklicensing@fau.edu.

Note: Restricted for special occasions (Memorial Day, July 4, Labor Day, Veterans Day, etc.) and

Note: Restricted for Athletics and retail.

### Winning in Paradise

**Florida Atlantic University requires royalties if:**

- The product promotes a specific event for which a fee is charged (12% royalty);
- The product is being resold by members of the University community, including with-out limitation, registered student organizations and other affiliated organizations (12% royalty); or
- The name, mark, or logo of a third party is used with a Florida Atlantic University trade-mark (14% royalty).
- The product is being resold by members of the University community, including without limitation, registered student organizations and other affiliated organizations.

*Activities or products that include the use of commercial entities names*

### Kids Club Marks
FAU-00094A
FAU-00095A
FAU-00102A
FAU-00103A
FAU-00106A
FAU-00107A
FAU-00108A
FAU-00109A

To request department and specialty marks not listed on the art sheet, please contact FAU Creative Services Department at cbacchus@fau.edu.

### ADDITIONAL PERTINENT INFORMATION
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures permitted.
- Cross licensing with other marks may be permitted with an additional agreement.
- No use of current players’ name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.
- For more information on FAU’s visual standards, please reference the Visual Standard Manual which is located in the "Other Information" section of Logos on Demand.

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